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1. A video system for displaying televised material to passengers in a mass transit subway system, and comprising at least one video display monitor adapted for mounting inside a subway car so as to display televised material to passengers riding therein, and a video signal source unit operatively connected to said at least one monitor.
2. The video system of claim 1 comprising a plurality of video display monitors operatively connected to a single video signal source unit.
3. The video system of claim 2 wherein the video signal source unit comprises a video tape player, or video disk player or computer-based digital video recorder.
4. The video system of claim 3 wherein the video signal source system includes a pre-recorded video transmission program for feeding to display on the monitors of duration about 5-15 minutes.
5. The video system of claim 4 wherein the program is repeatable, and includes a series of commercial messages of 30 second - 1 minute duration.
6. The video system of any preceding claim wherein the video monitors are secured to the subway car at a location of junction between wall and ceiling of the car, with the screens of the monitors directed obliquely downwardly towards the car seats.

Sub a2 → 7. The video system of any preceding claim which is sound free.

8. The video system of claim 1 or claim 2 wherein the video source unit is a television receiver for receiving broadcast television signals from a remote transmitter and supplying the signals to the video display monitors.

9. The video system of any preceding claim, in which the video display monitors include LCD screens.

10. A subway car for mass transportation and comprising a video display system including at least one video display monitor having a video screen, the monitor being mounted in the subway car in a manner such that the video screen thereof is readily visible to passengers in the subway car, and a video signal source unit operatively connected to said at least one monitor.

11. The subway car of claim 10 including a plurality of said monitors, spaced along the length of the car on opposed sides thereof.

12. The subway car of claim 11 including longitudinal opposed sidewalls and a ceiling adjoining the sidewalls, and wherein each said monitor is mounted at the junction of the sidewall and ceiling, with the screens of the monitors directly obliquely downwardly towards the car seats.

Sub a3 →
cont 13. The subway car of claim 12 wherein the video monitor screen is substantially flush with the adjacent wall surface structure of the car.

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